

**WORLD-CLASS
WORKPLACE WELLBEING
FOR HIGH PERFORMING
TEAMS & LEADERS**



The **Wellness Theory** is an award-winning wellness platform based in UAE, specialising in stress-relief.

Having spent the last 35+ years coaching high-performers to eliminate unhealthy stress, the Wellness Theory Team move purpose driven leaders and organisations in the GCC from surviving to thriving by helping them overcome burnout, anxiety and overwhelm for themselves and their teams.

They see a future where employees & leaders are healthy and well so they and their companies can be a force for good in the world.



MEET THE CO-FOUNDERS...



Charlotte Stebbing-Mills has been in the world of wellness since 2005, specialising in mental health, emotional wellbeing and high performance.

Aside from her corporate success within the health and wellness industry and leading teams of 1000+ across UAE, KSA, Kuwait and Jordan.

Charlotte knows first-hand how it feels to burnout, and delivers unique insights into how individuals and organisations can be well, perform at the highest levels, make a profit and have a sustainable impact in society.



Jonathan Mills has been specialising in pain-free and abundant health since 2001.

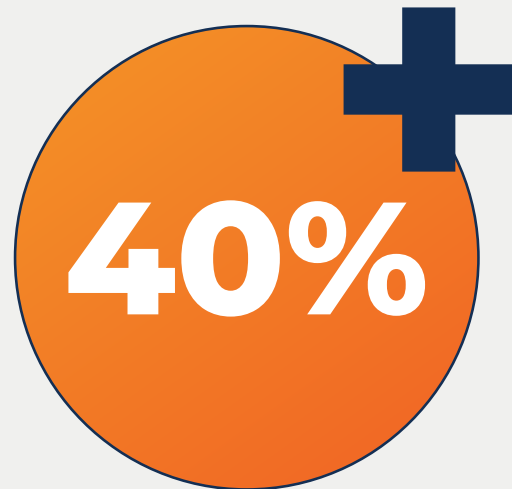
With over a decade of experience in management, operations, learning and development and coaching hundreds of individuals and organisations in the health and fitness space.

Jonathan is an advocate of high quality transformation inside and outside of the workplace.

After experiencing stress-induced chronic pain, founding Wellness Theory was a natural evolution.

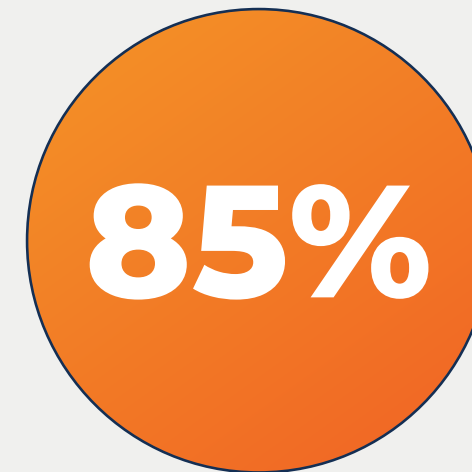
WORK CAN AND SHOULD BE GREAT...

BUT FOR MOST, IT'S NOT



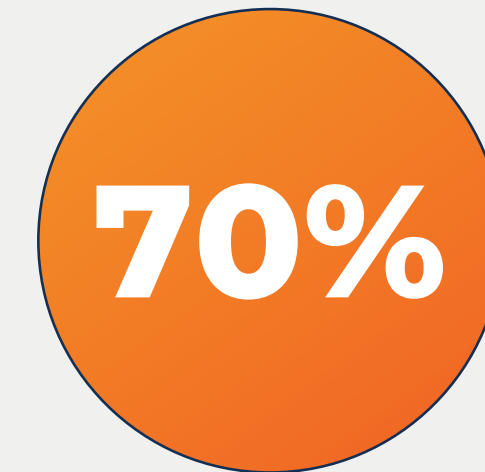
MANAGERS SUFFERING
BURNOUT

Slack - 2022



EMPLOYEES IN THE
MIDDLE EAST ARE
DISENGAGED AT WORK

Gallup - 2022



EXECUTIVES
CONSIDERING LEAVING
THEIR JOB

Deloitte - 2022

We believe that work should contribute to better **health and happiness**, no matter the employee's position - from the CEO to the team member. Unfortunately, many modern businesses rely on outdated systems, resulting in stressed executives, burned-out managers, and disengaged employees. However, with the right insights, support, and guidance, your business can break free from this cycle and emerge as an industry-leading employer.

ADDRESSING THE COST OF BURNED OUT, DISENGAGED WORKPLACES CAN...

+44%

IMPROVE PRODUCTIVITY

+23%

INCREASE PROFITABILITY

-11%

IMPROVED STAFF TURNOVER

Leverage teams and optimise well-being for a healthy return.

The future belongs to companies who know how to **reduce burnout**, **increase engagement** and **accelerate productivity**.

Businesses worldwide are struggling to attract and retain great people, leading to low levels of employee engagement, high sickness rates, and manager burnout across all industries. Achieving business growth while keeping employees happy is a new challenge for leaders.

The good news is that both goals can be achieved simultaneously with a different approach. Moreover, most businesses are not currently adopting this approach, which means that those who do will stand out as great places to work.

Plus you'll gain better control over your people's risks, reduce insurance premiums and manage sickness absence and presenteeism, resulting in increased employee engagement, productivity and net promoter scores.

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**IT'S GREAT FOR THE BOTTOM LINE
BUT IT'S ALSO,
THE RIGHT THING TO DO.**

Most business' find themselves somewhere on this **CORPORATE WELLBEING JOURNEY**

SURVIVING

Staff Turnover >40%

>8 average sick days per year

Engagement Score <49

- Anxious, Burned Out, and Overwhelmed Leaders
- Team Dysfunction
- Frustration and Exhaustion
- Low Motivation and Productivity
- Toxic Culture
- Losing Talent
- Resistance to Change
- Sleepless Nights

STRIVING

Staff Turnover 10-39%

4-7 average sick days per year

Engagement Score: >50%

- Leadership Aware of Decline in Productivity, Performance, Engagement
- Loss of Talent and team wellbeing.
- Trying to address work life balance & burnout prevention but not seeing results.
- Struggling to manage pressure
- Striving to revive company culture

THRIVING

Staff Turnover <10%

< 3 average sick days per year

Engagement Score: >70%

- Striving to maintain high-level culture during growth.
- Demonstrating care and support but too busy to innovate and align well-being with business, social, and employee objectives.
- Struggling to adapt to future ways of working, such as hybrid or remote working.
- Wanting to implement long-term wellbeing strategies but short on time and expertise.

COMMON CHALLENGES

Solving these issues is easier than you might think.

By implementing strategic, systemic, and holistic wellbeing initiatives, you can quickly and efficiently address the root causes of low engagement, burnout, and poor performance.

With a focused strategy that includes wellness AND wellbeing you can transform your business from merely surviving to thriving. The subtle difference between the two will make or break the efficacy of your programmes.

Wellness targets physical & mental health in the workplace, while wellbeing encompasses a broader scope, including environment fulfilment and engagement. Both, strategically implemented, are vital for a thriving corporate culture.



COMMON MISTAKES THAT ARE HURTING YOUR BOTTOM LINE AND YOUR PEOPLE



Using silo solutions and failing to combine 'wellbeing' AND 'wellness' initiatives is causing companies to leave potential profits on the table and their workforce unintentionally unsupported.

Corporate hygiene, psychological safety and healthy culture isn't going to be resolved with a one-off yoga class, motivational talk or discounted gym membership.

We bring together different elements of your wellbeing strategy into a coherent and comprehensive whole.



Failing to create a meaningful workplace and linking individual purpose to the company's purpose can be a huge oversight.

A collective approach that creates meaning and purpose can help to inspire and engage employees, leading to better results for everyone involved.

Pay checks matter, but research shows that purpose is becoming a deciding factor for employee longevity.



Overemphasising productivity and results and ignoring the link between wellbeing and performance.

This results in weak strategies for peak performance and often leads to avoidable stress, burnout, and mental health issues.

By striking a balance between productivity goals and employee well-being, successful organisations are seeing the results take care of themselves!

A more productive and successful workforce is a side effect of a healthy, happy workforce.

COMMON MISTAKES THAT ARE HURTING YOUR BOTTOM LINE AND YOUR PEOPLE



Unqualified decision-making about wellbeing is detrimental to a company's success.

It's important to have qualified professionals with the necessary expertise to make informed decisions that will maximise the benefits.

Too often, employee wellbeing is outsourced to burned-out employees to resolve which is ineffective.

Or worse wellbeing gets relegated to an app nobody uses.



Wasting money, time, energy, and resources on what doesn't work is a mistake that no company can afford to make.

By identifying what works and what doesn't, companies can make informed decisions and invest in initiatives that will benefit their bottom line and their people.

Booking last minute workshops and following the latest trends is a short-cut to failing wellbeing programmes.

FED UP OF WELLBEING INITIATIVES THAT JUST DON'T HIT THE MARK?

SO ARE YOUR EMPLOYEES.

The 'tick box' wellbeing initiatives, the soul-less reward programmes and the reactive approach to employee wellness just isn't cutting it anymore.

We know it's overwhelming and that's why our partnership is designed to give you everything you need to take a proactive approach to wellbeing in the workplace and make your initiatives a success.

We look at wellbeing from a comprehensive, multi-faceted point of view, helping you build a structured, well-rounded employee health and wellbeing programme that incorporates proactive management and intervention of the different pillars of wellbeing at work.

Implementing a comprehensive workplace wellbeing programme can be daunting.

Our approach challenges the current disjointed, fragmented approach to workplace wellbeing by delivering a clear, meaningful wellbeing journey that can be measured.

We believe that workplace wellbeing should be accessible, easy to manage and have a meaningful impact on your employees' health and wellbeing AND your business.

Our THRIVE Method means you'll never worry about a wellbeing initiative again.

THRIVE METHOD

TALENT

HIGH PERFORMANCE

RESULTS

INNOVATION

VITALITY

ENGAGEMENT

Our results-driven 6-step method seamlessly integrates wellness and wellbeing to promote a healthy, happy, and engaged workforce.

By prioritising the health of individual employees as well as the overall health of the business, our approach leads to long-term success for companies.

Our holistic approach to corporate wellbeing helps companies optimize their strategies for balancing their people, profit, performance, potential, and purpose.

Our method is designed to be comprehensive, yet flexible to meet the specific needs of your organization. By implementing THRIVE method, you can expect to see improvements in the health and happiness of your employees, as well as increased engagement, performance, and profitability for your business.

OUR PROGRAMME PRINCIPLES

TALENT

We understand that your people are the backbone of your business, and their health and happiness have a direct impact on your bottom line.

We make it easy for companies to implement processes and provide resources and tools that support talented employees and the business to achieve better results while reducing the risk of burnout.

HIGH-PERFORMANCE

Having a long-term strategy that includes wellness and wellbeing fuels peak performance.

The subtle difference between the two will make or break the efficacy of your programmes.

Both, strategically implemented, are vital for a thriving corporate culture.

RESULTS

Creating and optimising a well workforce, high-performance culture, and engaged team, breeds a healthy return.

Our approach reduces sick leave, decreases staff turnover, increases engagement, and fosters innovation, all proven ways to improve profit quickly through wellbeing.

INNOVATION

Priorities have changed, and businesses need a fresh take on employee benefits and how to activate teams.

Are you still offering band-aid well-washing solutions, or are you being strategic? Is your workplace wellbeing up to standard for modern-day needs?

Our approach goes beyond the pay check and offers an innovative and strategic approach to employee wellbeing.

VITALITY

Boosting vitality at work must consider the broader scope of wellbeing, such as time, skills, organisational behaviour, psychological safety, and corporate hygiene.

Combined with wellness which targets physical, mental and environmental health in the workplace, We create the future of sustainable healthy, happy workplaces.

ENGAGEMENT

Social, organisational, team, and individual alignment is crucial for success, but achieving it requires effort and systems.

We offer insights, tools, and support to maximise alignment throughout the business, making it easy to attract, retain, and optimise our human functions and discover how to perform together with common goals.

WHEN YOU APPLY TO WORK WITH US

We elevate you to a thriving organisation within 6-12 months by becoming your one-stop wellbeing partner (not just another service provider).

We simplify the process of procuring and implementing workplace wellbeing solutions with a person-centered approach.

We take care of the heavy lifting, so you can focus on what you're good at, leading and delivering your business objectives.

We remove the guesswork by using our data driven strategies to aid fast implementation so you can attract and retain top talent, perform at the highest levels, enjoy a healthy happy culture.

We cover key areas required for systemic, long-term wellbeing solutions. Areas we highlight and align with company vision:

Corporate hygiene, health initiatives, employee wellness, processes, environment, team cohesion, communication, stress management, engagement.

HOW IT WORKS

ASSESS

Assessing your companies wellbeing potential is the first step in implementing the THRIVE method.

We identify key metrics and review data on people, performance, purpose and profit so we can focus on the highest ROI strategies first.

This information allows us to amplify what's working for your business and troubleshoot what's not.

DESIGN

Next, we Design a reliable and effective strategy with workplace wellbeing experts based on your business' needs and budgets.

As experts in the industry, we align with the best in the region to source the right resources and design the most effective programme for your organisation to implement easily.

ENGAGE

During the Engage phase, we not only bring in the right experts to help your business achieve the best possible results, but we also engage your team in the process.

We work closely with your leaders and teams, standing by your side to ensure the programme lands effectively for success.

OPTIMISE

Optimising your bespoke wellbeing initiative is ongoing.

Our experienced team will oversee the whole programme, monitor & ensure your needs are met every step of the way.

The workplace is an ever changing landscape and we're here to ensure you navigate it with ease.

THE PROCESS: **ASSESS**

Assessing organisational wellbeing potential can be complex, but our assessments look at key metrics to understand what is being left on the table, so we can use data effectively to identify, troubleshoot and implement strategies that suit your business and gain the largest rewards, so you don't waste anymore time and money.

The assessment, typically takes 2 weeks and involves:

- An in depth consultation with leadership to understand your business, pain points and overall goals
- Focus groups and feedback opportunities with employees
- Anonymous polling
- Gathering data or utilising existing data completed in the last 6-12months.

We provide you with a simple and easy to read dashboard of where you are, which we use as a baseline to monitor ongoing progress.

We assess areas such as: **corporate hygiene, preventable losses, mental health, emotional wellbeing, physical health, organisational behaviour, environment, culture, benefits and support structures.**



IF YOU'RE THINKING "NOT ANOTHER SURVEY?! WE CAN'T PUT OUR EMPLOYEES THROUGH YET ANOTHER QUESTIONNAIRE", THEN FEAR NOT, WE'VE GOT YOU COVERED.



THE PROCESS: DESIGN

We team up with leading experts to deliver exactly what you need. We save you the hassle of searching for the best of the best. Based on your budgets and needs, we map out your bespoke solution with you to align with your wider business goals, considering your values, inclusion strategies and sustainability initiatives. Initially we target the low hanging fruit so you can grow exponentially without spending so much time, energy and money in doing so. Typically the design phase will be 1-2 weeks post Assessment. Examples of our core design elements that can be delivered online and/or in person.

CORPORATE HYGEINE

- Executive & Leadership
- Organisational Behaviour
- Policy Reviews
- Mental Health Training
- Employee Assistance Programmes
- Reward & Recognition
- Vulnerable Groups

TEAM COHESION

- Activations: 30-60-90 day gamified challenges.
- Character Development
- Retreats
- Offsite Skill Development
- Decision Making
- Leadership Days
- Change Management
- High-Performance

WELLNESS BUNDLES

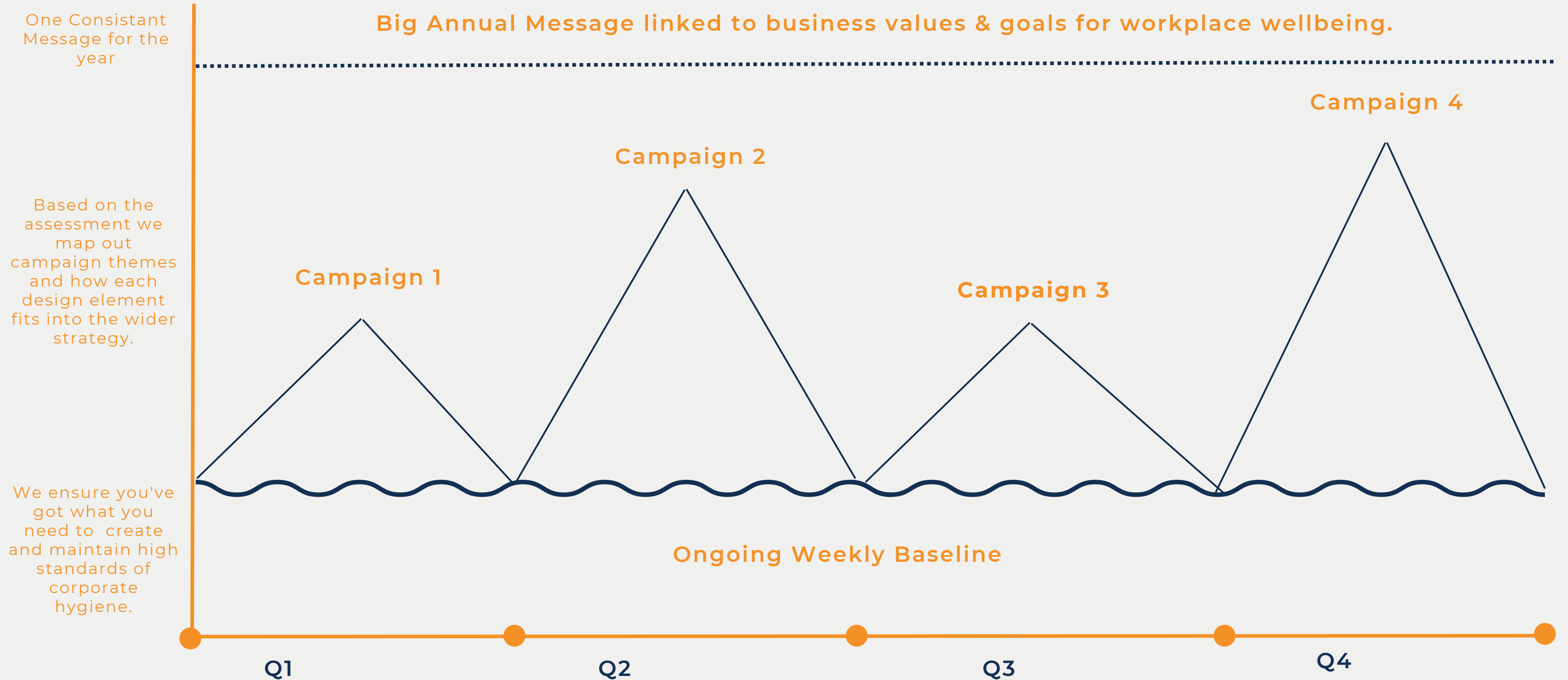
- Energy Optimisation
- Resilience
- Stress Management
- Meditation & Mindfulness
- Nutrition
- Sleep
- Breath-work
- Movement
- Burnout Prevention
- Environment
- Pain-Prevention
- Financial Wellness

SKILL BUILDING

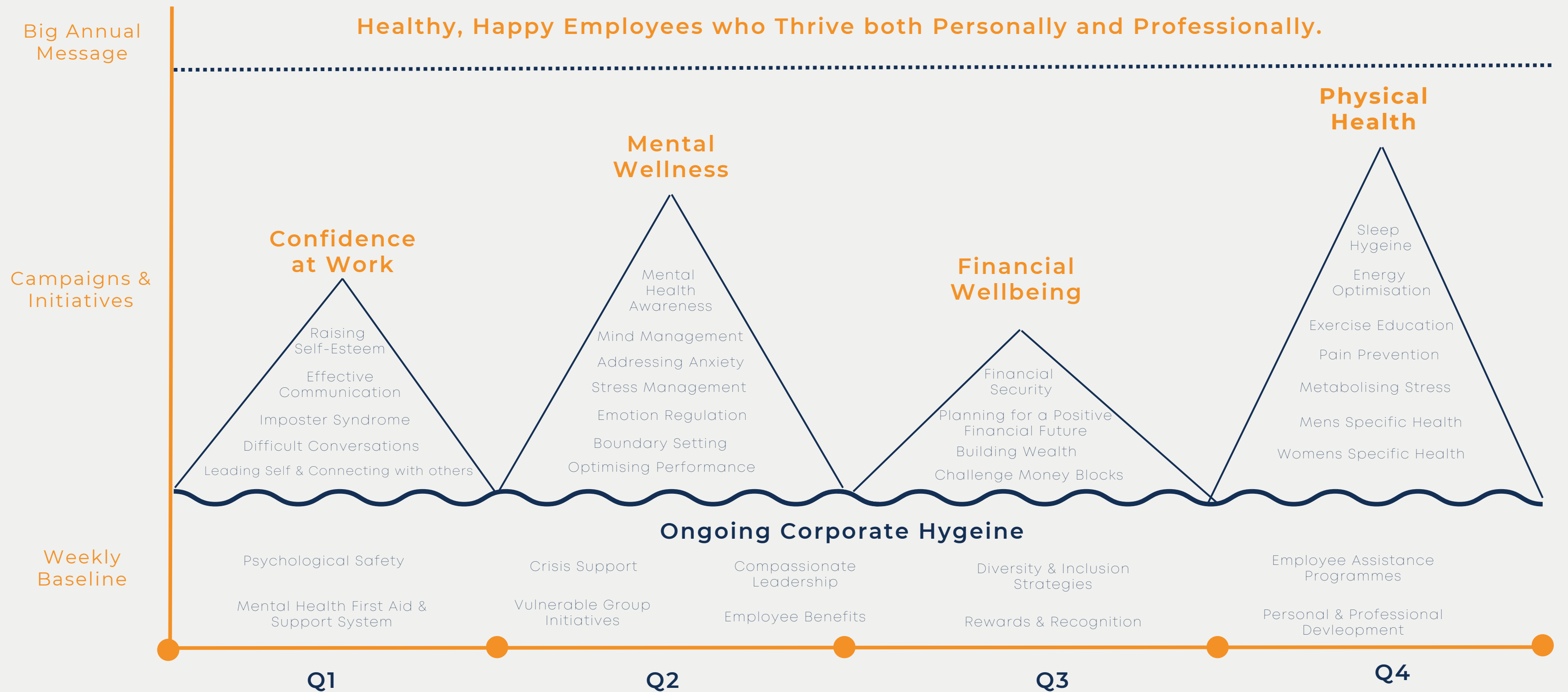
- Communication,
- Time Management
- Manager Training
- Productivity
- Confidence
- Imposter Syndrome
- Emotional Intelligence

We understand that you and your teams are busy, and that traditional development training isn't always effective. That's why our services are *specifically* designed to help you, your people, and your business.

THE PROCESS: DESIGN OVERVIEW EXAMPLE



THE PROCESS: DESIGN LIVE CASE STUDY EXAMPLE



THE PROCESS: **ENGAGE**

Not only do we engage the right experts, who are pre-vetted for quality, professionalism and 'fit' for your business, we'll give you the fastest return on your investment.

We engage your team with supportive campaigns and a weekly baseline corporate hygiene road map so you can focus on your business outcomes and leave the wellbeing to us.

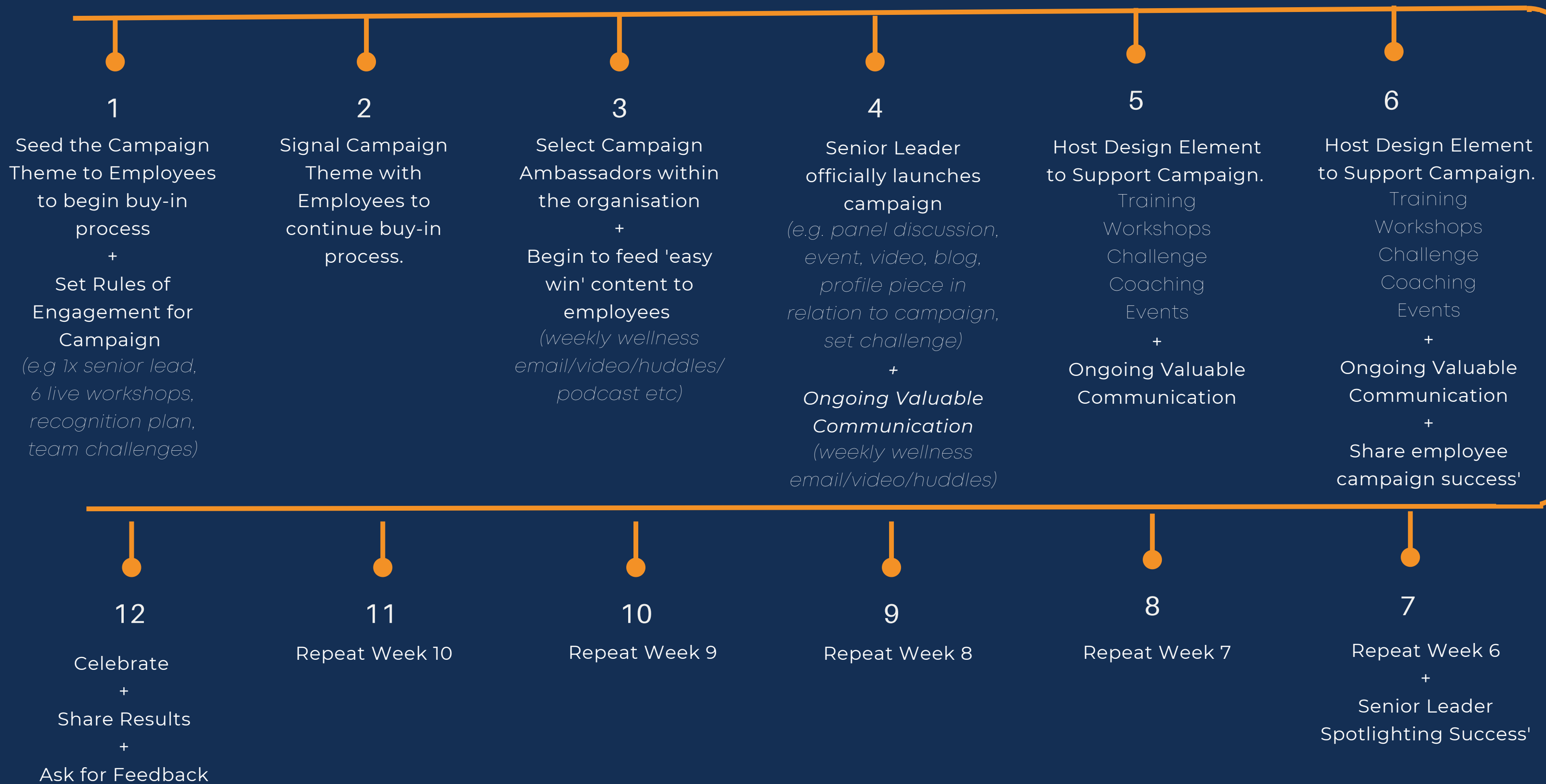
By week 3 of our partnership, you'll be confident in your roadmap and your rollout plan will be ready to go.

We lead this process with you, by activating your leaders and teams through direct communication, check ins, ambassadors, focus groups, accessibility, leadership buy-in, incentives, relevance, relatability and consistent tracking.

We haven't just created another 'tool' for you to introduce, we've developed a means for you to ensure that wellbeing never loses momentum in your business.



THE PROCESS: **ENGAGE CAMPAIGN OVERVIEW**



ENGAGE LIVE 12 WEEK CASE STUDY

THEME: MENTAL WELLNESS - 1-SIMPLE THING CAMPAIGN

Goals: 1) Encourage every employee to implement 1 simple thing to improve their mental wellness
2) Reduce mental health stigma and burnout culture in the business.



ENGAGE LIVE 12 WEEK CASE STUDY

THEME: MENTAL WELLNESS: 1-SIMPLE THING CAMPAIGN



THE PROCESS: OPTIMISE

Optimising wellbeing programmes allows you to get the most out of your investment.

After the initial engagement, (unlike most companies), we stick around and ensure your wellbeing programme is delivering on its promise.



Based on your programme design and duration we continue to measure and refine the programme so you get the best of your employees and they get the best of you.

A thriving organisation consistently improves 1% every day and consistently measures and acts on results, we work with you to maximise your results.

We will continuously monitor the effectiveness of your program through metrics such as participation rates, employee satisfaction, health assessments, absenteeism rates, and productivity data so we make necessary adjustments based on feedback and outcomes.

We ensure your programme remains relevant and meets changing employee needs.

YOUR **WELLBEING CONSULTANT**

Throughout the process you'll have your very own wellbeing consultant, who you can think of as another member of your team.

Your Wellbeing consultant will be on hand to support you every step of the way from the assessment all the way to optimisation.

They'll be on hand for all trainings, workshops, webinars, check ins, consultations. Everything you need.

Our Consultants are also on hand to answer any of your workplace wellbeing questions, so there's no need to feel out of your depth or overwhelmed.

COMMON RESULTS

IN **2022**,
OUR CLIENTS SAW A


70%

REDUCTION IN *UNHEALTHY STRESS* REPORTED BY EMPLOYEES.


23%

REDUCTION IN *STRESS-RELATED ABSENCES*.

AND AN *IMMEASURABLE* BOOST IN MORALE AND OVERALL PERFORMANCE AMONGST TEAMS.



TESTIMONIALS



"I feel like I know how to support myself as well as my teammates. The expectations on us are huge, I truly believe we can achieve new heights now we're all on the same page and know how to help each other when our backs are against the wall."

Chief Marketing Officer, Nestle



"I felt like I was failing my team & they were failing me. We'd lost respect for each other and dehumanised our working relationships. This was a game changer for us"



"We were already performing well but we were burning out in the process. This took us to another level"

Sergeant Major, Abu Dhabi Police



"We're such a diverse team ranging from ages, nationalities, personalities, and I didn't realise how much these differences were hindering us rather than helping us."



"I couldn't believe how quickly me and my team moved from feeling like we were surviving to thriving on a daily basis."

Head of Talent, Wood

OUR TEAM OF TRUSTED EXPERTS

As leading stress-relief and wellbeing specialists, we know how stressful managing and implementing successful employee wellbeing programmes can be and we don't pretend we can deliver everything ourselves.

Which is why we've teamed up with the best of the best in UAE to fulfil everything you and your organisation need to level up and create a healthy, happy place to work - WITHOUT the stress.

With over a decade working in the middle east, we've sought out the best in the business to be able to provide you with vetted, expert service providers.

Our experienced team assists you in mapping out and implementing the most effective corporate programmes from start to finish.



OUR TEAM OF TRUSTED EXPERTS



*Subject to change

TRUSTED BY & FEATURED IN



AWARDED BY



THE WELLNESS THEORY IS OFFICIALLY A REGISTERED BUSINESS FOR GOOD



THE GLOBAL GOALS For Sustainable Development



Every business starts with a sense of **purpose**. But it's not easy for them to make a tangible impact while doing what they do.

Which is why we make it **easy**.

Working with us creates a **ripple effect** in the world.

10% of all business transactions are **donated** to life-changing projects aligned with the 2030 Global Goals.

Together, we can work on tackling many issues.

We looking forward to you **joining this movement**.

READY TO THRIVE?

Contact us today to find out more information and how we can work with you.

Email us at info@thewellnesstheory.com

Alternatively, give us a call or send us a Whatsapp on +971 585 200129

Visit our website here:
www.thewellnesstheory.com

